

Michigan eLibrary Usage and Statistics Report Fiscal Year 12 Quarter 3 (Apr - June 2012)

The Governor's Dashboard Metrics

We report on MeL quarterly to the State of Michigan regarding four key metrics: full-text retrievals from the databases, homepage visits, LearningExpress visits and Job and Career Accelerator sessions. Below I compare FY 12 Q3 (Apr to June) to the previous quarter (Jan to Mar 2012) and to this same quarter last year (FY 11 Q3).

Full text retrievals: This quarter MeL saw just under five million full text retrievals from the databases, down 5% since last quarter. Full text retrievals were up 32% over this same quarter last year.

Homepage visits: This quarter MeL saw over one million five hundred thousand homepage visits, down 11% since last quarter. Homepage visits were up 30% over this quarter last year.

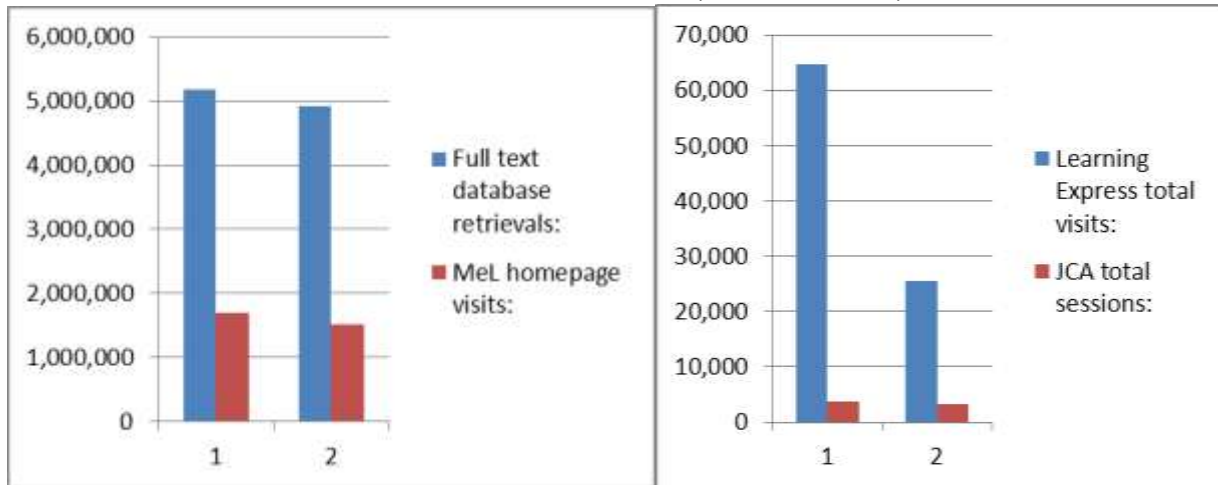
LearningExpress visits: MeL saw over 25,500 visits to LearningExpress, that's a 61% decrease between this quarter but still a 22% increase over this quarter last year.

Job and Career Accelerator: Between last quarter and this quarter MeL saw a 12% decrease (a total number of sessions of 3,290). We did not have Job and Career Accelerator during this quarter last year and so cannot compare it.

MeL experienced negative growth from Q2 to Q3 which is normal when you figure in the loss of traffic due to schools letting out. It is significant that we still have growth over this same period last year.

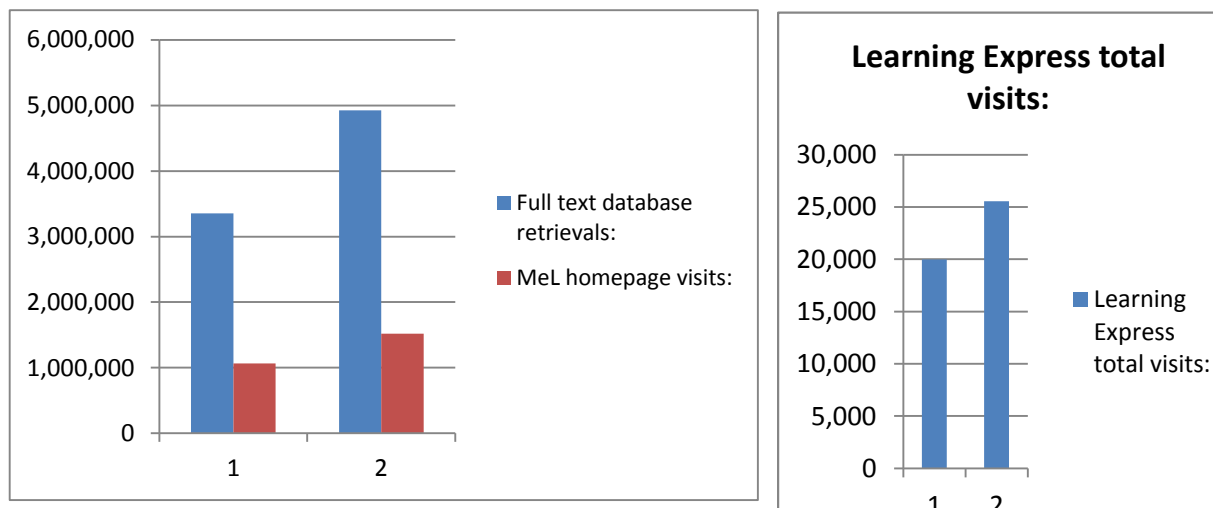
Comparing this quarter to last quarter

		FY 2012 Q2	FY 2012 Q3	
1	Full text database retrievals:	5,180,992	4,922,475	-5%
2	MeL homepage visits:	1,705,603	1,521,354	-11%
3	Learning Express total visits:	64,750	25,552	-61%
4	JCA total sessions:	3,718	3,290	-12%



Comparing this quarter to the same quarter last year

		FY 2011 Q3	FY 2012 Q3	
1	Full text database retrievals:	3,355,016	4,922,475	32%
2	MeL homepage visits:	1,067,330	1,521,354	30%
3	Learning Express total visits:	19,976	25,552	22%
4	JCA total sessions:		3,290	



Select Report of MeL Databases Usage April – June 2012

	Sessions FY2012 Q3	Searches FY2012 Q3	Full Text FY2012 Q3
Gale Databases	3,917,252	10,001,750	4,611,194
Academic OneFile	548,433		
Books & Authors	6,629		
Business & Company Resource Center	33,878		
General OneFile	308,044		
GVRL	155,928		
Health & Wellness Resource Center	82,779		
Kids InfoBits	62,426		
Sabin Michigana	13,811		
Nursing Resource Center	48,629		
Opposing Viewpoints	171,699		
Small Business Resource Center	43,414		
Chiltons	45,340		
ProQuest - SIRS Discoverer	46,524		
ProQuest - SIRS Renaissance	54,279		
ProQuest - Heritage Quest	30,663		
ProQuest - eLibrary	73,354		
ProQuest - eLibrary Elementary	24,486		
ProQuest-CultureGrams	77,161		
	Site Visits	Total Tests	Total Courses
	25,552	19,565	5,279
Learning Express	Sessions	Resumes	Job Searches
	3,290	375	10,218
JCA			

Gateway Usage: The most heavily used gateways

FY 11 Q3	FY 12 Q2	FY 12 Q3
Teens (30,834 Visits)	Teens (56,153 visits)	Kids (47,284 Visits)
Kids (27,506 Visits)	Kids (48,539 visits)	Teens (42,531 Visits)
Books and Reading (12,910 Visits)	Books and Reading (18,106 visits)	Books and Reading (14,959 Visits)
Genealogy (11,728 Visits)	Michigana (14,821 visits)	Michigana (11,571 Visits)

Gateway statistics:

	Total FY 2012 Q2	Apr	May	June	TOTAL FY 2012 Q3	Percent Change
Homepage	1,705,603	552,578	592,891	375,885	1,521,354	-11%
Databases	303,520	99,073	88,480	22,759	210,312	-31%
Books and Reading	18,106	5,430	5,583	3,946	14,959	-17%
Michigana	14,821	4,119	4,299	3,153	11,571	-22%
Business and Jobs	4,916	1,792	1,916	1,617	5,325	8%
Genealogy	14,652	5,507	5,188	4,577	15,272	4%
Health and Wellness	6,041	2,266	2,841	1,710	6,817	13%
Legal	3,652	1,287	1,554	1,168	4,009	10%
Kids	48,539	12,576	31,652	3,056	47,284	-3%

Teens	56,153	20,794	17,417	4,320	42,531	-24%
Reference	7,210	2,195	2,334	1,824	6,353	-12%

- Because we have re-opened MeL to Asian IP addresses, we are receiving heavy spam on the Promotions page due to the feedback form therefor I am no longer reporting here on hits to the Promotions page as most of them are spambot bits.

Google Analytics

Top cities visiting MeL according to Google Analytics:

City	Visits to MeL.org (any landing page)	Pages/Visit	Avg. Time on Site
Grand Rapids	39,274	1.64	0:02:15
Ann Arbor	13,138	1.66	0:01:44
Lansing	12,397	2.22	0:02:37
Wyandotte	12,010	1.37	0:02:26
Muskegon	10,133	2.25	0:02:46
Detroit	9,685	2.18	0:02:18
Traverse City	8,734	2.28	0:02:21
Saginaw	7,707	2.01	0:02:22
Kalamazoo	7,363	2.3	0:02:08
Livonia	7,354	2.42	0:02:28
Port Huron	6,781	1.98	0:04:51
Flint	6,538	2.4	0:02:12
Warren	6,243	2.28	0:02:39
Bay City	5,480	2.1	0:03:57
Troy	5,456	2.08	0:02:31
Holland	5,454	2.33	0:02:00
Clinton Township	5,391	2.14	0:02:09
Rochester	4,433	2.66	0:02:44
Midland	4,324	2.08	0:03:01
Clarkston	3,848	2.42	0:02:27
Grandville	3,846	1.99	0:01:56
Lake Orion	3,500	2.04	0:01:40
Mount Pleasant	3,439	2	0:03:08
Dearborn	3,427	2.44	0:02:20
Ypsilanti	3,391	1.71	0:02:04

Browsers visiting MeL:

Browser	Visits Q2	Visits Q3
Internet Explorer	66.74%	62.05%
Firefox	15.06%	15.97%
Chrome	8.72%	11.28%
Safari	8.29%	8.71%

Operating systems visiting MeL:

	Visits Q2	Visits Q3
Windows	87.28%	87.10%
Macintosh	9.18%	9.09%
iPad	1.70%	1.25%
Android	0.65%	0.94%
iOS		0.55%
iPhone	0.44%	0.35%
Linux	0.38%	0.34%
iPod	0.22%	0.17%
Chrome	0.02%	

Mobile visits:

According to Google analytics, mobile traffic makes up less than 3% of the visits to MeL.

	Total Visits	Page Views per visit	Time on site
Apple iPad	6,304	2.26	0:02:36
Apple iPhone	1,961	1.77	0:01:13
Apple iPod Touch	895	1.79	0:01:51
SonyEricsson LT15i Xperia Arc	531	1.94	0:01:48
(not set)	459	2.02	0:02:13
Asus Eee Pad Transformer TF101	372	1.79	0:01:43
HTC EVO 4G	147	1.99	0:01:41
Creative ZiiO 10	119	2.39	0:02:17
Motorola DroidX	101	2.07	0:03:06

Top ISPs Used to Access MeL:

1. Charter Communications
2. Comcast Cable Communications Inc.
3. Comcast Business Communications LLC
4. Wayne RESA
5. Oakland Schools
6. AT&T Internet Services
7. Grand Rapids Public Schools
8. Macomb Intermediate School District
9. Wideopenwest Michigan
10. Priority Sign Inc

Coremetrics

Coremetrics is a Web statistics product used by the State of Michigan. It provides a click map which allows you to see where users are clicking on various Web pages. Below are key MeL pages with percentage data corresponding to which resources our users are accessing on those pages. These do not reproduce well in Microsoft Word so I have provided links to them below. Coremetrics does not provide quarterly data. These maps represent the middle month of the quarter, in this case May of 2012.

If the images come up too small to read, click once with your mouse in the image and it will become full-screen.

Homepage: <http://www.mel.org/files/Q3/Q3homepage.jpg>

Databases page: <http://www.mel.org/files/Q3/Q3databases.jpg>

Books and Reading Gateway: <http://www.mel.org/files/Q3/Q3booksandreading.jpg>

Business and Jobs Gateway: <http://www.mel.org/files/Q3/Q3businessandjobs.jpg>

Genealogy Gateway: <http://www.mel.org/files/Q3/Q3genealogy.jpg>

Health and Wellness Gateway: <http://www.mel.org/files/Q3/Q3healthandwellness.jpg>

Kids Gateway: <http://www.mel.org/files/Q3/Q3kids.jpg>

Legal Gateway: <http://www.mel.org/files/Q3/Q3legal.jpg>

Teen Gateway: <http://www.mel.org/files/Q3/Q3teens.jpg>

We have been discussing the efficacy of the gateways. In this report I'd like to focus on the gateway where the recommended links get the most traffic: the Business and Jobs Gateway. This Gateway received 5,325 visits. Below is the traffic that the various subcategories of recommended links received April 15 – June 30:

Total	621
DEPARTURES without visiting any subcategory	106
JOBS AND CAREERS -- JOB POSTING SITES: SOUTHEAST MICHIGAN	84
JOBS AND CAREERS -- COVER LETTERS AND RESUMES	68
JOBS AND CAREERS -- JOB POSTING SITES: MID-MICHIGAN AND THUMB AREA	62
JOBS AND CAREERS -- EXPLORING CAREER PREFERENCES	52
BUSINESS DATABASES	48
JOBS AND CAREERS -- JOB POSTING SITES: ALL MICHIGAN AND NATIONAL	44
JOBS AND CAREERS -- JOB POSTING SITES: WEST MICHIGAN	44
JOBS AND CAREERS -- LEARNING ABOUT CAREERS	27

From MCLS (Google doc MeL Usage and Activity Stats)

MeLCat and MeL Databases

Month	Number of items	Number of Bib records	Number of requests	Number of loans	Fill Rate
4-12	45,842,722	12,404,340	93,699	83,804	89.44%
5-12	46,805,001	12,307,389	88,419	80,490	91.03%
6-12	46,805,001	12,711,213	88,472	79,091	89.00%
	Cumulative	Cumulative	Per month	Per month	Per month

Month	Academic Libraries	Public Libraries	School Libraries	Combined	Special	Total
4-12	48	322	27	10	8	415
5-12	48	320	27	10	8	413
6-12	48	320	28	10	8	414
	Cumulative	Cumulative	Cumulative	Cumulative	Cumulative	Cumulative

Month	MeL Databases support requests	MeLCat support: Tickets Created	MeL Databases training sessions	MeL Databases training attendees	MeLCat training sessions	MeLCat training attendees
4-12	30	330	0	0	0	0
5-12	40	384	2	31	3	29
6-12	26	305	1	14	1	14
	Per month	Per month	Per month	Per month	Per month	Per month

Update on Gaining Consistent Naming and County Data from Each Vendor

Beginning in April, Gale began providing county-level data.

Notable Changes to MeL in This Fiscal Quarter That May Affect Statistics

Investigating 61% drop off in LearningExpress Library statistics this quarter.

Reporting Changes in This Fiscal Quarter

None known.